

Press release

March 1, 2006

Halebop reduces prices for international calls from mobile phones

In Sweden, Halebop is reducing the prices for international calls from mobile phones and is offering all its prepaid card customers the opportunity to call to other countries at very low rates. In the new offering, call rates to both fixed telephones and mobile phones outside Sweden are very competitive. Prices in most cases are lower than the rates of comparable operators. Call quality is also higher than calling cards and customers can send SMS messages for SEK 0.49 each from Sweden to the rest of the world.

Since the new offering is a simple all-inclusive deal without complicated vouchers and different cards, Halebop's customers in Sweden can already start calling abroad at low rates starting at SEK 0.47/minute.

"This is an opportunity for us to further strengthen our prepaid card offerings and also gain new customers. With automatically low international calling rates from mobiles and an SMS price of SEK 0.49/message, regardless of the country, plus no charge for calls between Halebop mobiles, our offering is extremely attractive," says Tobias Lennér, head of Halebop.

Reliable and inexpensive

The prices are especially competitive for calls to the Middle East, former Yugoslavia and selected countries in South America and Africa. Prices for calls to some destinations are also very attractive in competition with IP telephony alternatives.

Many overseas calls are traditionally made from fixed line telephones, but the ability to call inexpensively to foreign countries from a mobile phone gives customers added value. With Halebop, customers can send SMS messages from Sweden, to any country, for SEK 0.49/message and call cheaply to any country they want, when they want, without having to buy a special calling card. With Halebop, customers also know exactly what they are paying for, which is a security, compared with many calling cards. Halebop also has better call quality compared to what many calling card companies can offer.

Based on the new pricing plan, it will cost, for example, only SEK 0.57/minute to call from a mobile phone in Sweden to a fixed line phone in Croatia, and SEK 2.67/minute to call to a mobile phone in Croatia. Calls to Thailand will cost SEK 0.87/minute to any type of phone and customers can call to fixed phones and mobile phones in Turkey for SEK 0.97 and SEK 1.97 per minute, respectively.

The entire pricing plan is available at www.halebop.se. To ensure their competitiveness, prices will be updated on a monthly basis. Prices are valid for phone calls made from Sweden.

For further information please contact.

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Halebop offers the Halebop prepaid card with very attractive prices and many new possibilities to communicate with friends. The www.halebop.se portal features a number of services that anyone can use directly on mobile phones, regardless of the operator they use, or the mobile handset they have. Whether SMS, WAP or GPRS, all function just as well.

Price comparisons

Price list for international calls, February 27, 2006

Land	Halebop		Lebara Mobile		Comviq Amigo		Comviq Kontant/Knock-out/Kompis
	To Fixed	To Mobile	To Fixed	To Mobile	To Fixed	To Mobile	To Fixed and Mobile
	[SEK/min]	[SEK/min]	[SEK/min]	[SEK/min]	[SEK/min]	[SEK/min]	[SEK/min]
Bosnia-Hercegovina	1.97	2.97	2.48	3.98	2.00	4.00	6.13
Brazil	0.97	1.47	1.28	2.48	8.00	8.00	22.37
Chile	0.77	2.27	0.98	2.48	1.00	3.00	22.37
Croatia	0.57	2.67	1.48	3.38	0.50	3.50	6.13
Czech Republic	0.47	2.27	0.98	2.48	0.50	3.50	5.50
Egypt	1.97	2.07	2.78	2.78	2.00	3.00	22.37
Ethiopia	2.87	2.87	4.38	4.38	3.00	3.00	22.37
India	1.97	1.97	2.38	2.38	3.00	3.00	22.37
Iran	1.47	1.97	1.98	2.68	2.00	3.00	22.37
Iraq	1.47	2.37	2.58	2.98	2.00	3.00	22.37
Israel	0.77	1.67	0.98	1.68	1.00	2.50	6.13
Palestine	1.97	1.97	1.98	1.98	2.00	2.00	22.37
Jordan	1.77	1.77	2.28	2.98	2.00	3.00	22.37
Kenya	2.27	2.97	2.98	3.78	3.00	4.00	22.37
Kuwait	1.07	1.67	1.98	1.98	1.00	2.50	22.37
Lebanon	1.77	2.77	1.98	3.18	2.00	3.50	22.37
Morocco	2.37	3.37	2.88	3.68	3.00	3.50	7.93
Poland	0.47	2.47	0.98	3.38	0.50	3.50	5.50
Saudi Arabia	1.97	2.47	2.18	3.38	3.00	3.50	22.37
Serbia and Montenegro	0.97	2.97	1.98	3.38	1.00	3.50	6.13
Slovakia	0.97	2.47	1.48	3.38	1.00	3.50	5.50
Slovenia	0.57	3.47	1.48	3.88	0.50	5.00	6.13
Syria	2.97	2.97	4.28	4.28	3.00	3.00	22.37
Thailand	0.87	0.87	0.98	1.98	1.00	2.00	22.37
Tunisia	2.37	2.37	2.78	2.78	3.00	3.50	7.93
Turkey	0.97	1.97	1.78	2.78	1.00	2.00	7.93
United Arab Emirates	2.47	2.47	3.48	3.48	3.00	4.00	22.37

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